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No. 1

Important Work Of Growers and Shippers League

Address Mady By President L. B. Skinner, at the Annual Meeting of The Growers and Shippers League of Florida, December 20, 1929

This is a day of specialization, consolidation and mergers. When, by consolidating large interests, it can be found better results may be obtained, mergers are perfected. When growers are convinced that through a unison of efforts their interests may be best served, associations are organized. If by a control of the movement of fruit to market, standardization of grading and packing, by a national advertising campaign, and by an exchange of marketing information it is believed individual shippers and marketers of Florida fruits can be benefited, a Clearing House is formed. If the concentration of all of our larger traffic problems under one central head is of mutual benefit to all the growers and shippers of citrus and vegetables, a League is organized to look after these larger transportation problems.

This League was organized six years ago this month. We come to the close of our sixth year of service for the growers and shippers of this state. We can point with pride not only to the accomplishments of this year, but of each year since our organization. Growers and shippers have been saved literally hundreds of thousands of dollars, as will be shown by our Secretary's Report, as a result of work in their behalf by the League.

Under its By-laws, the League does



L. B. Skinner

not undertake to participate in matters affecting marketing and yet it will be shown that it has given this season very active support to, and has contributed much toward, preparing statistics in cooperation with the Clearing House for presentation to Secretary of Agriculture Hyde, and Quarantine authorities.

It will be shown that our secretary has quietly but energetically negotiated with carriers for privileges

necessary for the successful movement and distribution of our citrus crop. The League also acts as a watchman to prevent the imposition by the carriers of unjust or unreasonable penalties or restrictions which if imposed would penalize the citrus fruit and vegetable industries of our state to such an extent that marketing men could not, by their efforts alone, overcome these burdens. Penalties in refrigeration, handicaps in rates, restrictions in routings, of poor service would be insurmountable obstacles preventing the salesmen of our fruit and vegetables getting for the producers that to which they are justly entitled.

I think the pity is that it is not more generally appreciated by the rank and file of growers and more fully by certain shippers, what it means to the citrus and vegetable industries of the state to have an organization, with an experienced transportation man in charge, who is continuously watchful to see that our rates are made reasonable for fruits and vegetables in comparison with the rates from other producing sections and that no unreasonable restrictions or penalties are imposed by the carriers upon our perishable industry.

We are indebted to the carriers originating our traffic in Florida for their very splendid cooperation with

Continued on page 21

Growers and Shippers League of Florida

Secretary's Annual Report, December 20, 1929

On December 23rd the League will have been organized 6 years. During this period the League has participated in and handled such a large number of important transportation problems affecting the welfare of the fruit and vegetable industries of the state, that it has become recognized by various Railroad Freight Bureaus and by the Interstate Commerce Commission as representing the growers and shippers of the entire state on transportation questions.

The efficiency of the League has been increased by reason of this recognition which has been made possible by the continued loyal support of the growers and shippers and allied industries.

The League has not yet been able to bring about some of the adjustments in rates and service on Florida perishables which in the judgment of leading shippers is essential to the continued prosperity of these industries.

The rates for vegetables now pending before the Commission must be adjusted. The present rates for citrus as prescribed by the Commission, and considering routing restrictions are not entirely satisfactory. Restrictions in routing which have gradually developed in the last few years are of great handicap to shippers in the distribution of their perishables.

The volume of citrus and vegetables now produced annually justifies faster schedules, particularly to eastern markets.

Carriers are proposing from time to time rules and changes in connection with refrigeration and transportation which would impose new penalties and added burdens upon the industries, which unless prevented would ultimately amount to hundreds of thousands of dollars.

From time to time there are complaints filed before the Commission by individuals or other organizations against rates on specific vegetables and citrus fruit on which it is necessary to make analysis to determine whether their basis requested for future rates would serve the best interests of all the growers and shippers.

Thus is demonstrated the absolute necessity for the protection of the



J. Curtis Robinson

welfare of our growers and shippers along traffic lines and that the work of the League is as yet in its infancy.

Reduction In Refrigeration Rates Will Mean Annual Saving To State Conservatively Estimated at \$450,000.00

The decision in the Refrigeration Investigation docket 17936 was made by the Interstate Commerce Commission, February 12, 1929. Reductions averaging 14 1/2 per cent or in excess of \$13.50 per car on citrus fruit and vegetables, approximately \$19.00 per car on berries and about \$7.00 per car on melons and fruits other than citrus resulted, instead of an increase which carriers expected.

The saving in Refrigeration Rates is not for one season only. Important precedents as to certain factors of cost going into the make-up of refrigeration rates were established. These have been challenged by the carriers and a further hearing is set for January 6, 1930, at Washington.

Carriers Petition for Reopening and Injunction Against Making Rates Effective May, 1, 1929

After the Interstate Commerce

Commission rendered its decision ordering reductions in Refrigeration Rates from Florida to become effective April 15, 1929, carriers petitioned the Commission to postpone the effective date of the reduced rates and asked for reopening of the case. A brief objecting to postponement was filed for the League by our counsel, C. R. Marshall, of Washington. The Commission agreed to postpone effective date of reduced rates only to May 1st and granted carriers' request for reopening the case to consider further evidence of carriers, as to factors of cost of haulage of ice and allowance for profit.

On April 18th, 1929, carriers petitioned the Federal Court of Norfolk, Va., for an injunction against the Commission enjoining them against making the reduced Refrigeration Rates effective May 1st. Hearing was held in Richmond, Va., April 23rd, before a statutory court. C. R. Marshall, counsel for the League, represented the League and the State Railroad Commission. As a result of the hearing the court requested the Commission to postpone the effective date of reduced refrigeration rates from May 1st to May 15th, with which the Commission complied.

Meanwhile an additional hearing has been set for January 6, 1930, to receive additional evidence from carriers as to costs in furnishing refrigeration contained in the factors of "haulage of ice in the bunkers" and "allowance for profit". The League will be represented by its counsel, C. R. Marshall. The State Railroad Commission will be represented by its cost analyst, Mr. Fred Pettijohn.

I & S Proposed Rules 240, 243, 251, and 252 Charges Suspended

When carriers published Refrigeration Rates effective May 15, 1929, in accordance with the Commission's order in Docket 17936, they published rates for accessorial service, Rules 240 and 250 effective June 20, 1929, which were based on refrigeration rates in effect prior to the reduction of May 15th. This had the effect of charging for Rules 240 and 250 service on shipments to the District of Columbia and thirteen Eastern states from \$1.80 to \$2.20 per car more than justified under reduced refrigeration rates. A new rule, Number 251, was proposed to charge from

\$5.00 to \$15.50 for shipments pre-cooled, billed do not re-ice. A New Rule, Number 252, was proposed to make a charge of from \$5.00 to \$15.50, depending upon destination, for the use of refrigerator cars for the transportation of fruit juices from Florida. The League, with others, requested the suspension of these rates, which was granted by the Commission under I & S 3315. The rates were suspended until January 20, 1930. Hearing in this case has not yet been set, and the suspension will no doubt be extended.

It is conservatively estimated the saving to shippers on fruits and vegetables for this season destined Eastern Territory will amount to \$100,000.00.

The League has employed counsel to represent our members and has prepared evidence to be introduced at the hearing when hearing in this case is held before the Commission.

Charge for Use of Refrigerator Cars, Docket 19688 and I & S 2945

Carriers have for a number of years made attempts to impose a charge for the use of refrigerator cars separate and apart from the refrigeration charge or the line haul rate. The League has opposed these special charges from time to time.

In June, 1927, the Seaboard Air Line Railway and the Atlantic Coast Line Railroad filed tariffs applicable on bananas and cocoanuts from southern ports to Florida points, eastern, western and southwestern destinations proposing to charge \$12.50 for the use of a refrigerator car with ice in its bunkers and \$5.00 per car when no ice was used. The League joined with the Fruit Dispatch Company and others in requesting suspension of these tariffs, participated in the case and filed brief with the Commission opposing the proposed charges.

In the testimony given at the hearing the carriers' witnesses contended they had contemplated putting in these charges for refrigerator cars, ON ALL TRAFFIC, and that the rule they framed to apply on bananas and cocoanuts was worded so as to fit various situations covering other traffic. This would mean their intention to impose these charges for the use of refrigerator cars in the shipment of citrus fruits and vegetables.

The Commission's decision stated that the publication of these special charges in tariff items separate from those providing charge for line haul transportation is contrary to the public interest.

During 1928-1929 season Florida shipped 63,887 cars under refrigeration; at \$12.50 per car this would have amounted to \$798,587.50, and

there were also shipped 31,724 dry refrigerator cars, which at \$5.00 per car would have amounted to \$15,862.00, or a total of \$814,449.50, which would have had to be paid by the shippers of Florida if the carriers had put into effect this penalty on citrus fruit and vegetables the same as proposed on bananas and cocoanuts.

National Perishable Freight Committee

The League was represented by E. D. Dow, Chairman of our raffic Committee, and E. S. Briggs, Manager American Fruit and Vegetable Shippers Association, before the National Perishable Freight Committee in Chicago, April 9th, 1929, in opposition to seven proposals, important to citrus shippers which would have imposed penalties on citrus.

Re-Hearing on Line Haul Rates to Mid-Western Destinations

A re-hearing of our line haul rate case with respect to rates on citrus to destinations between Transcontinental Territory on the West and Minneapolis, Sioux Falls and points in Nebraska and Kansas on the east was held in Minneapolis July 25th. The League was represented by its counsel, C. R. Marshall, and by Rate Expert, T. D. Geogheghan of Washington, D. C. Brief for the League and State Railroad Commission was filed in this case on October 5th by our counsel C. R. Marshall. Decision has not yet been rendered.

Citrus Fruit In Bushel Baskets

After attending conference in Atlanta and about a year's correspondence with the Southern Freight Association, the League was able to secure a reduction of 11% in the freight rates on citrus fruit in bushel baskets.

Minimum for Mixed Carloads for Citrus Fruits and Vegetables

THE LEAGUE, with others, had suspended carriers' proposal to increase the minimum for mixed carloads of citrus fruit and vegetables from 24000 to 32400 lbs. An adjustment was reached before hearing approving a graduated minimum ranging from 24000 to 32400 lbs. and hearing was cancelled. Shippers estimated a saving of as much as \$50.00 per car.

State Legislation

Opposed bill in State Legislature proposing change in size of standard citrus box. The bill failed to pass.

Assistance Given Clearing House

The secretary assisted a committee of the Florida Citrus Growers' Clearing House Association in preparing exhaustive statistics in regard to the Mediterranean Fruit Fly situation and was a member of a committee of

the Clearing House which presented these statistics in person to the President, Secretary of Agriculture Hyde, and others in Washington.

Your secretary later made an analysis showing, by comparison with the average monthly movement for a six-year period, what the average movement of citrus per month for the season of 1928-29 should be, if the entire estimated crop of 16,000,000 or 17,000,000 boxes were moved by March 31st. These figures were furnished the Clearing House for a conference at Washington, D. C., with the officials of the Department of Agriculture.

Storage in Transit Rates for Citrus Secured

Anticipating the necessity for processing citrus by cold as required by Quarantine regulations would necessitate this being done in cold storage plants outside of the State because of lack of facilities within the State, requests were filed with eight Freight Associations for the publication of storage in transit rates.

Very exhaustive statistics were prepared in support of our request for storage in transit. After considerable effort we were able to have storage in transit rates published to apply on various Lines in the South. The Seaboard Air Line and the Atlantic Coast Line provided rates for storage in Florida and at Richmond, Virginia. Storage was arranged for in points like Washington, Philadelphia and Jersey City served by the Pennsylvania and Baltimore & Ohio Railroads and in the Illinois and Central Freight Association Territory.

We succeeded in having the Pennsylvania and Baltimore & Ohio Railroads amend their tariff which required prepayment of all freight charges out of storage so that inbound charges could be collected at destination.

After extensive experiments it developed that the processing by cold would be impractical, but the storage in transit agreements, put into effect by the railroads at our request, will be available for use of shippers who desire to use it.

League Supports Carriers' Appeal for 4th Section Relief in Connection with Citrus Rates Prescribed by Commission in Docket 16939

At a hearing held in Atlanta, November 22nd, in Docket 13791, the League very urgently requested the Commission to grant to the carriers permission to publish higher rates for shorter distances over the same line or route in the same direction, even though the shorter distance

Continued on page 22

Effect of World's Citrus Production on That Industry In South Africa

Excerpts From Paper by Prof. H. Clark Powell, Transvaal University, at Pretoria, Delivered at South African Citrus Institute

The South African citrus grower must look to overseas markets for the sale of his fruit. A few years ago it was presumed that in the United Kingdom markets South Africa would meet with no competition; but during the last two years the growers have had a rude awakening. Serious competition is being met from California and Brazil and there is every indication that this competition will increase in the near future.

The citrus fruit industry is a world industry and as such is the case every progressive grower should have a clear, comprehensive grasp of the situation as a whole and an understanding of how the world position affects him as an individual. A country can easily lose any of its markets for produce; any country also can retain its markets if proper steps are taken to do so.

The South African citrus industry is yet in its infancy, export productions having risen from about 50,000 boxes in 1919 to an estimated export in 1929 of 1,200,000 boxes. A still further increase is anticipated as a large acreage of trees is not yet in bearing. Thus the last ten years have seen a remarkable expansion in this new industry. After a decade of development it is surely wise to take stock of the position, not only in South Africa but in other countries. In a series of lectures given in Pretoria during last May, Dr. Kenyon Butterfield, one of America's leading rural economists, stressed the importance of laying down a general agricultural policy. Surely the time is ripe for us to consider a general policy for our citrus industry; but before dealing further with this point let us consider the position in some of the other citrus fruit producing countries.

Spain

Spain is the second largest orange producing country in the world, the premier position being held by the United States. Spanish oranges are shipped from November to June. Fruit shipped from Spain (and from Palestine) in November is in direct competition with late shipments from South Africa. Fruit shipped from

Spain in June is in competition with the early shipments from South Africa but as the late shipments from Spain are usually not of high quality and condition, this competition is normally not serious.

The average annual production of oranges in Spain for the three seasons 1924 to 1927 was 32,771,000 standard boxes. According to the agronomic council at Madrid, in 1927-28 there were 146,000 acres of orange groves in Spain. Considerable new planting is being carried out and there is every reason to assume that there will be an increase in production in the future. An increase of even 10% would mean more than 3,000,000 boxes or three times the volume of the present South African crop.

The bulk of the crop is exported in "half-cases" of 110 pounds. Government inspection of export fruit is being inaugurated and an improvement is expected in quality, grading and condition of arrival. The chief producing area is along the eastern coast of the Mediterranean.

Florida

The production of oranges and grapefruit in Florida has increased very rapidly in recent years, as can be seen from the following figures:

1909	4,888,000	1,062,000
1919	7,000,000	5,500,000
1924	12,400,000	8,200,000
1928	7,100,000	6,500,000
1929	*12,000,000	*8,000,000

*Estimated.

Further, it is estimated that at least one-third of the acreage in Florida is not yet in bearing so a total production of at least 25,000,000 boxes can be expected during the next five years.

It is not likely that Florida will export to the United Kingdom any appreciable quantity of oranges. From May to the end of September supplies not available. In October and November the domestic market is usually satisfactory and Spanish and Palestinian supplies are coming forward from November onward.

The position with grapefruit is

somewhat different and supplies are sent to Great Britain and Europe throughout the year.

The bulk of the supplies from the United States come from Florida.

Climatic conditions in Florida are quite different from those in California or South Africa. The annual rainfall is about 50 inches, fairly well distributed throughout the year. The season of lowest rainfall is from October to April. Irrigation has not been practiced to any great extent in the past but is being adopted to an increasing degree at present. While irrigation is not necessary every year, it is extremely valuable in dry seasons. Irrigation water in Florida is obtained mostly by pumping from small lakes, of which there are thousands.

The average soil in Florida is a very light sand, usually underlain at varying depths by clay. It is said that a Florida grower once sent a sample of his soil to a chemist for analysis and that the report was to the effect that it was 98 per cent silica and the rest pure sand. As a result of this lightness of soil, heavy fertilization must be followed every year. An average application per tree is one of a 3-8-8 fertilizer at the rate of 60 pounds, applied in three applications, spring, summer and fall. However, many growers use 75 to 90 pounds of fertilizer per tree per year. Grapefruit are fertilized somewhat more heavily than oranges and naartjes (tangerines) are given the largest quantity of all.

The average annual expenditure per acre, on well-managed groves is from £40 to £50 (\$195 to \$225), the chief item being for fertilizers. On a per box basis, including interest charges, the cost is about 7/0 (\$1.75). On this basis, the delivered cost in England, including selling charges, is about 18/- (\$4.50) per box.

California

To describe the citrus fruit industry of California in a few words is very difficult, hence only a rough summary can be given here.

Oranges are shipped throughout

the year, Navels from November to May and valencias from May to November. There is no storage of fruit for marketing purposes. The plantings are subject to differing climatic effects, with the result that a single variety will ripen at different times in different areas.

During every month of the year California ships more citrus fruit than South Africa exports during an entire season. Whenever economic conditions justify it, large quantities of fruit can be placed on the British and Continental markets. Due to the heavy export to these markets from the Mediterranean area from November to May, it follows that exports from California occur mainly from June to December, thus coming in direct competition with South African exports.

As California has a domestic market of about 120,000,000 people, it is not necessary for the shippers to export inferior fruit. Export shipments can be carefully chosen in regard to desirable grades and sizes, an advantage not shared by South African growers.

Although the annual production in California will not increase to any marked extent during the next few years, increasing production of oranges and grapefruit in other areas in the United States, particularly in Texas, Arizona and Florida, may have the effect of increasing exports from California. The human being's capacity for food is more or less constant and if grapefruit consumption is increased it follows that less oranges can be consumed.

One big advantage enjoyed by members of the California Fruit Growers Exchange is that their shipments to the United Kingdom and Europe are controlled by a single individual. Thorough distribution of the fruit in the markets must thus be made. The unified control of shipments is becoming more and more established with South African fruit and should be continued until 80 or 85 per cent of the fruit is under the distributive control of our Citrus Exchange. The advantages of such control are too well known to justify further remarks.

Texas

The average impression that most people have of Texas is that it is composed of sage brush, cattle, cowboys and Zane Grey stories. Its potential ability as a citrus growing area is much less known. Extensive citrus plantings have been laid out recently. The plantings are mainly in

the Lower Rio Grande Valley.

The crop for 1927-28 was roughly 520,000 boxes, or slightly over one box per tree for all trees over five years of age. On this basis production should reach about 4,000,000 boxes within a few years' time.

Irrigation is followed, the rainfall varying from 14 inches to 25 inches. Water is pumped from the Rio Grande River.

Most of the area under trees is occasionally subject to low temperatures, sufficiently low as to cause injury to trees and fruit. Severe injury will probably occur from time to time. Whether or not it will be severe enough to check development or reduce the present acreage can only be told after a period of years.

The Marsh grapefruit is the principal variety grown, although some Florida varieties such as Connor's Prolific and Duncan are becoming more popular. Eating quality of the fruit is excellent but much of it is blemished by wind scars and insect injuries. Extensive planting is still being carried on.

Arizona

Development in Arizona has not been as rapid nor as spectacular as in Texas. About 6,000 acres of grapefruit have been planted in the Salt River Valley and many thousand acres are being set out at present.

Brazil

Brazil, although a newcomer on the English market, bids fair to become a serious competitor of South Africa. In 1927 Brazil shipped 26,600 boxes of oranges (on the basis of 80 lbs. per box) followed by shipments of 120,000 boxes in 1928. Estimated shipments for 1929 show a probable quantity of 350,000 boxes. This fruit comes forward chiefly from June to November. While it is not of very outstanding appearance, the eating quality is good. One of the characteristics of Brazilian orange, when compared with much of that offering from South Africa, is its sweetness.

The acreage of land in Brazil that is adapted to citrus growing is unknown but it is certainly much greater than in South Africa, Florida or California and probably more than in all three areas together.

The bulk of the present trees are seedlings, and, as such, produce fruit of variable quality. Climatic conditions are excellent and fruit of the highest quality can be produced in abundance. The relatively high prices realized in England for summer oranges has stimulated much interest in Brazilian plantings. Much new acreage is being planted and older plantings are being given better at-

tention. Cooperative packing houses are being built and general education of the growers is being undertaken.

It is impossible to predict to what extent the export of oranges will reach in the next few years but it is certain to reach appreciable proportions. More than ever, it becomes necessary for South Africa to gain a strong foothold in the United Kingdom and Continental markets in order that this serious competition can be met successfully.

General

A marked increase in the production of citrus fruits is taking place in many parts of the world and direct and increasingly severe competition can be expected by South African growers. This competition is coming chiefly from Brazil, California and the Argentine. Our industry is now but 10 years old, having developed from an export of some 50,000 cases in 1919 to an estimated export of 1,200,000 cases in 1929, with a further increase in the immediate future. To discuss the entire situation in South Africa is beyond the scope of this paper but the position can be summarized briefly.

The average quality of the South African orange leaves much to be desired. A large quantity of fruit is shipped that is in every way equal to the best in any country but unfortunately the average quality is lowered by the shipment of much poor fruit. Outstanding among the latter is the bulk of the seedling fruit, most of which is sour and unpalatable and heavily seeded. In some instances, valencias are being shipped before they reach edible maturity. Over 50% of the valencias are being exported before they reach the sugar-acid ratio of 7 to 1, while the minimum ratio in other countries is 8 to 1.

While it was formerly believed that South Africa would have a virtual monopoly of the English summer market, serious competition is now being experienced. Because of this it is most urgent that quality be improved. To speak of improvement of quality to growers from Sundays River, Muden, Fish River and Kat River, with their neighboring areas, is very largely a waste of time because of the extremely high standard of fruit from these areas. There are, however, numerous sections of the country where marked improvements can be made.

Growers should keep accurate tree records in order to locate in their groves those trees that produce fruit of inferior quality. Top-working is

Continued on page 20

Controlling The Fruiting Tendency Of Citrus

By Hilton E. Robison, in Texas Citriculture

Though the fruiting tendency is a natural phenomena resulting from inherent forces which urge the plant to reproduce itself, this tendency is initiated only when the tissues concerned are subjected to the proper environmental relations. Probably any bud is a potential fruit bud but, in most instances the necessary stimuli for differentiation is lacking. Though physiological studies of citrus are rather limited, observations together with our knowledge of the fruiting processes of other fruits seem to confirm certain principles as being applicable.

The natural habitat of citrus is moist tropical forests. Under such conditions it continues active growth and produces flowers and fruit during the entire year. Under conditions of cultivation it remains evergreen but has been forced into a semi-dormant condition by low temperatures or drouth during a portion of the year. With oranges and grapefruit the flowers are produced in the spring and are borne on the first flush of new growth.

Though the fruiting process is probably initiated some considerable time before growth starts in the spring, the time at which blossom primordia are produced has not been determined, and in fact morphological evidence of fruit bud differentiation is lacking. Conditions prerequisite to or at least closely associated with the production of blossom primordia are a semi-dormant or resting condition, a reserve of carbohydrates, and an optimum ratio of nitrogen to carbohydrates. Though probably attributable to the above factors, the type of growth also has an important bearing on fruitfulness. These conditions must apply to the immediate locality of the potential fruit bud. Different portions of the tree will represent entirely different conditions of growth and of carbohydrate accumulations.

There are two types of wood growth in citrus — vegetative and fruit wood. In the vegetative type of growth the shoots are large, extremely angular and often quite thorny. Water sprouts are extremes of this growth is slower and presents a finer type of growth. In the fruiting wood and more branched appearance. The tendency to produce fruit wood

though partly hereditary may be influenced by fertilization, pruning, and other cultural operations.

The winter months supply the necessary resting period essential to the initiation of the fruiting process. Vegetative growth must continue within the bud if differentiation can take place. Therefore there must be no limiting factors which will entirely check growth though there should be no new leaves or shoots formed. Drouth or any other condition which will force the trees into a period of temporary dormancy may cause the trees to bloom. Off-season bloom can usually be traced to some such enforced rest period. Citrus trees are rather easily upset and bloom may be entirely prevented or off season bloom produced if there are nutritional disturbances.

The most important factor influencing the formation of fruit buds is an accumulation or reserve of carbohydrates in the tissues near the bud. There is very little transference of elaborated plant foods to any great distance from the place where it is produced except the downward movement to supply the stem and roots. If the trees are to produce a heavy crop of bloom they should be kept in a healthy, vigorous condition throughout the summer, so that a surplus of carbohydrates may be accumulated. Cultural practices should be so designated as not to encourage the use of this surplus food for vegetative growth late in the season. Photosynthetic activity is very much reduced during the winter, so that there will be no opportunity to accumulate the necessary reserves at that time. In Florida it has been noted that if vegetative growth continues late in the fall there is a material reduction in the amount of bloom the following spring. For similar reasons there is a tendency for a heavy crop of fruit to be followed by a light bloom.

Nitrogen is a constituent of proteins and is essential to all living cells. In both plant and animal nutrition nitrogen or proteins are associated with body growth and development. In plants nitrogen determines the utilization of carbohydrates. Therefore the ratio of nitrogen to carbohydrates has an important bearing on fruitfulness. Four conditions

of growth and fruitfulness are recognized in relation to the nitrogen carbohydrate ratio:

1. Ample moisture and nitrogen, together with an available supply of carbohydrates, tends to increase vegetative growth. There will be practically no accumulation of carbohydrates as they will be utilized as rapidly as formed. Under such conditions there will be very little or no tendency to produce fruit buds.

2. If there is a relative decrease of nitrogen in proportion to the available carbohydrates, growth will be somewhat checked and there will be an accumulation of carbohydrates. Such a condition is optimum for fruitfulness.

3. A further reduction of nitrogen may result in its becoming a limiting factor. Such a condition will result in the suppression of vegetative growth. Unless carbohydrate manufacture is inhibited, fruit buds develop but are weak and fail to mature.

4. If the supply of available carbohydrates is inadequate, or there is no possibility of their manufacture, there will be no vegetative growth and practically no tendency toward fruit bud formation.

The conditions under one and two present health and well being, while those under three and four represent malnutrition. The first condition is undesirable only if it continues so late in the fall that there can be no accumulation of carbohydrates.

The fruiting tendency of citrus may be largely controlled through the adjustment of this nitrogen carbohydrate ratio. The ratio is more important than the total amounts of each in determining the tendency toward fruitfulness. However, if the trees are to produce maximum crops there should be the largest possible synthesis of carbohydrates. The soil management program including fertilization, cultivation, irrigation and cover crops will largely determine the supply of available nitrogen. Pruning, disease and insect control are the most feasible methods other than those which would be included under soil management for increasing the carbohydrate supply.

If a careful and frequent study is made to determine their response to cultural practices the orchard man-

Continued on page 22

IMPRESSIONS

By The Impressionist

Rabbits

Rabbits seem more plentiful than ever before; a real curse in some communities. During the high water in Dade County it was reported that eight thousand bunnies were killed in two big groves which their presence was threatening.

Phillips, P.R.

Dr. P. Phillips back from another and very extended stay in Europe. As one of the real old-timers in Florida citrus business Dr. Phillips holds a unique position; but his activities are of even greater interest because of that go-aheadness which ranks him among the most progressive of the moderns in the Florida citrus field today.

We have read with interest of the unrest in banking circles in the Northwest because the Federal Farm Board is "putting the banks out of business" with government funds loaned at three and three eighths per cent. If this be true, how is it that money from the same source is reported as costing Florida citrus growers five and one-half per cent

L. M. Rhodes, state marketing commissioners, is telling one which runs something like this: A man discovered a stranger in a cemetery crying as if his heart would break. The inscription on the nearby tombstone showed a man to be buried there.

"Your father or brother?"

"No."

"A close relative?"

"N-no."

"Perhaps a dear friend?"

"N-no, never saw him in my life."

"Well then why all the grief?"

"L-l-like to know who's got a better right to grieve than me."

"Well, tell me sir, who can it be that is buried here?"

"M-m-my wife's first husband."

Looking over the general offices of the Florida Citrus Exchange reveals a most imposing array of selling talent engaged in handling the Exchange's distribution. The roster reads like that of one of those all-star casts such as showmen bill conspicuously. Consider this "unparalleled galaxy of scintillating stardom:"

George A. Scott, Charles A. Price, Harry Gumprecht, C. W. Barnes, Frank Smith, Jack Robinson and E. E. Patterson, the last two named newly come to Tampa from the organizations respectively of the International Fruit Corporation and Chase & Co. All in person, not a motion picture. Also in the cast and not to be overlooked Mr. Johnson who in separate quarters presides over sales for the Capitol Fruit Co., which sells part of the Exchange pack. Nor should we overlook John S. Taylor who over at Largo plays, we believe, an important part in connection with sales of Exchange fruit from that section; and don't forget that the Honorable John is quite some fruit salesman. Ask any of his old competitors.

Sitting down at a restaurant table with Professor and Mrs. E. L. Lord of Gainesville and M. J. Daetwyler the well known Orlandoan we watch with interest the manner in which Professor Lord loads his tummy with one of those cloying messes of ice cream and syrup. Does that sort of thing afflict first class horticulturists generally? The late Roy E. Lenfest used to be fond of such; and Charley Kime isn't above toying with such messes. Too bad, but we are disqualified right at the start. Our stomach isn't strong enough for us to be a horticulturist.

Wonderful write-up of Florida in the January issue of the National Geographic magazine; and so many and such wonderful pictures. A millions dollars couldn't have bought such fine publicity for Florida. That is, so far as tourists are concerned. Of course, we were a bit disappointed in the lack of citrus mention. The only such thing that we remember was a picture in its early youth of one of Walter W. Rose's groves near Orlando with a flock of laborers spraying and chasing bugs in the foreground. However, we later found some consolation in looking the pictures over more closely. In a group picture of the Gasparilla Krewe at Tampa we were able to pick out C. W. (Joe) Lyons, maybe you can guess how we picked him out; and

"Please Say You Saw It In The Citrus Industry"

in the foreground of the airplane view of Key West we were able to pick out the fish house of the Southern Sea Food Corporation, which we figure to be of citrus interest in as much as that concern belongs largely to Walter B. Ballard, the well known citrus grower, and old-time packer, who lives at Altamonte Springs.

January 24 will be Growers' Day at the Winter Haven Orange Festival. It will have some further significance in the fact that it also is The Day on which C. W. Parenthesis Joe Parenthesis Lyons is scheduled to buy luncheon for several gentlemen who are even now looking forward to, and training for, the event.

Yeah—. Back on the job now. Giving all our time to this and the other publications of the Associated Publications Corporation. Yeah; and it's good to be back, too. The citrus game is more than an employment; it's an incurable disease with lots of us.

The Central Florida Exposition at Orlando took on a strong citrus flavor last year. Among others E. S. Briggs showed for Brevard County a citrus exhibit which would have been a credit in any company. Karl Lehmann, manager, promises even stronger citrus interest this year.

Continued on page 17



Beautify Your Home Grounds

Visit us at Oneco, or write for free advisory service. Over 45 years experience is yours for the asking. Free catalog on request.

Reasoner Brothers'
ROYAL PALM NURSERIES
Oneco, Florida

The Citrus Industry

with which is merged The Citrus Leaf
Exclusive publication of the Citrus Growers and Shippers

Address all communications to the Main Office
1123 Florida Avenue
Tampa, Florida

Telephone _____ 4819

S. L. FRISBIE, Editor and Manager

FRANK KAY ANDERSON _____ Assistant Manager
C. D. KIME _____ Horticultural Editor
A. G. MANN _____ Production Manager

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NEW YORK OFFICE
118 East 28th Street
Edwin F. Ripley, Manager

WATER SHIPMENTS *Citrus fruit, Tampa* DOMESTIC AND FOREIGN

Water transportation of citrus fruits, long a dream of many Florida citrus shippers, is now an established fact. Not only are shipments being made from Tampa to Gulf ports further west for distribution to markets in the Central West, but heavy shipments are likewise being made from the same port to New York and other Eastern markets. Both Tampa and Jacksonville are making export shipments to British and other European markets.

The Mallory Line, operating between Mobile and New York via Tampa, has inaugurated weekly refrigeration service between Tampa and New York City for the accommodation of citrus fruits. Three freight liners, the Neches, the Alamo and the Agwidale, have been put into service on this run, establishing weekly sailings, affording storage for from 17,000 to 20,000 boxes on each trip. Heavy shipments of canned grapefruit also are being made from Tampa by water for Pacific ports by way of the Panama canal.

The importance to Florida of water transportation for citrus is recognized by the advertising committee of exporters who are planning an extensive campaign in Great Britain, mention of which was made in these columns last month. This campaign is largely in the hands of M. L. Hyde of Jacksonville, one of the leaders in the export movement and a believer in the importance of developing water transportation for Florida citrus.

In closing an appeal to exporters and prospective exporters to back this proposed British advertising campaign, the committee says:

"In closing, it might be well to call the attention of all growers to the new situation arising due to the encouragement by the federal government of orderly co-operative marketing. This means an effort will first be made in Florida to extend the citrus season into the months of heavy demand—June, July, August and September. Cold storage assembly is the only solution. Tampa has foreseen this condition and offers, through her new terminal, assembly space

for the summer supply.

"Europe, like America, provides a better summer than winter market, and the proposed program contemplates placing in storage prior to April first (when all restrictions go into effect) a sufficient tonnage to partially meet next summer's requirements. To care for the certain export demand of the future, there is no question but that terminals of the type built at Tampa must be erected at Jacksonville and at one of the Atlantic ports further south.

"Florida must look to water transportation more and more. Texas will use it to win the Mississippi Valley, and every car so lost to Florida must be made up by an export demand developed through advertising at this time."

Present methods of processing and refrigeration have eliminated the former risk of water shipments and fruit now leaving Florida by water reaches European markets in as good condition as when it left the packing house. The success of such shipments, together with the possibility of creating a European demand for our russet fruit, affords a field for development which Florida shippers and growers should encourage to the utmost.

OUR CITRUS FAIRS

During January and February South and Central Florida will present three distinct and elaborate expositions.

The first of these is the Florida Orange Festival to be held at Winter Haven on January 21 to 25; the second, The South Florida Fair at Tampa from January 28 to February 8; and the third, the Central Florida Exposition at Orlando from February 19 to 23.

While each of these expositions save the first, reaches beyond the realm of citrus in making up its exhibits, the fact remains that citrus is the central feature about which is built up a showing of the horticultural and agricultural resources of the state. No winter visitor to Florida can afford to miss these great expositions of Florida's wealth of natural resources.

BACK ON THE JOB

Anderson, Frank Kay
After a leave of absence of seven months, during which he has assisted in the work of the plant quarantine and control administration, Mr. Frank Kay Anderson is again back on his old job with The Citrus Industry, much to the relief of the editor and his associates of the organization. Adevertisers may expect to receive a call from Mr. Anderson at almost any time—day or night.

Florida citrus growers must prepare to meet ever increasing competition. Not only is Texas becoming a serious contender for favor, but the citrus growers of Palestine and South Africa are awaking to the need for producing better crops and extending their markets. South America, too, is entering the field on a rather extensive scale. This increasing competition must be met by Florida growers with superior quality and improved distribution methods.

BLUE GOOSE NEWS

Monthly News of American Fruit Growers Inc.



Edited by The Growers Service Department

VOLUME 4.—NO. 2 *Continued from p. 13* ORLANDO, FLORIDA, JANUARY, 1930

PAGE 1

J. S. CRUTCHFIELD MEMBER HOOVER "COMMITTEE OF 72"

What the New York Times designated as "More than 40 key men, representing every branch of industry, finance, trade and commerce," met in New York on December 5 to devise means for carrying out President Hoover's effort to stimulate and stabilize business.

The conference was addressed directly by the President; and likewise listened to talks by Secretary Lamont of the Department of Commerce and Julius Klein, assistant secretary of the department.

The conference selected a "Committee of Seventy-two", composed of what the New York Times designated as "outstanding personalities of the business world," to devise a continuing organization to make possible carrying out the purposes of the conference with adequate provision for all the industries and businesses represented.

J. S. Crutchfield, president of the American Fruit Growers Inc. was named as one of the "Committee of Seventy-two," and likewise named to head the sub-committee representing agriculture on that body. Other members selected to represent the agricultural interests of the country were J. W. Shorthill, grain grower, Omaha; Victor Culbertson, rancher Silver City, N. M.; and W. F. Priebe, Priebe & Son, Chicago.

The work of the conference is now history; and effects have been immediately beneficial to business in all lines in every portion of the country. Not only has an apparently imminent national panic been averted; but a stimulus has been given to business which will not be short lived but will carry forward to stabilization in all lines.

Describing those who gathered at the President's call, the New York Times further said: "The impressive body of men who represented billions of dollars in corporate and individual wealth, was described by one of the speakers as 'the greatest cross section of American industry that has ever been gathered together.'"

BLUE GOOSE ADVERTISING AGAIN OBTAINS APPROVAL

On the second page following several of this season's Blue Goose newspaper advertisements to consumers are reproduced. Due to the limitation of space, reproduction has been made of the smaller size advertisements used, these requiring much less reduction in size when photographed.

Again, Blue Goose advertising has struck a note of popular interest and approval, as was evidenced by the noticeable results following appearance in print of the earliest of these advertisements.

As in former years, the newspaper advertisements tie in closely with the posters used on the boards at elevated and subway stations; and with the smaller lithographed posters and dealer helps which are prominently displayed in a very large number of retail stores.

Further supplementing these forms of advertising, considerable attention is again being given direct work with the retail trade, thousands of calls being made upon retail stores by specialty men carrying the message of the American Fruit Growers Inc. and the Blue Goose trademark. As in the past, the cooperation accorded by the retailers thus approached has left nothing to be desired, which fact has contributed largely to the success of the advertising effort.

The unusual respect accorded the Blue Goose trademark, and the manner in which leading hotels and cafes feature their serving of Blue Goose fruits in their bid for the highest type of patronage, has again served as a valuable aid in putting the Blue Goose idea across to the public. Witness the "Hotel Roosevelt" advertisement, one of those reproduced herewith. To New Yorkers and to many others this is an unanswerable argument of quality.

And then there is the big advantage of the Blue Goose trademark itself, so easily visualized, so easily remembered. Literally no other trademark or brand used in connection

Continued on page 2

A YEAR CLOSES AND A NEW YEAR OPENS

By C. N. Williams, Salesmanager,
Florida Division

Up to January first Florida had shipped 6,019 carloads of oranges as compared with 9,728 shipped to the same date last season. The market reception of these Florida oranges generally was quite satisfactory, considerably better than might have been anticipated at the opening of the season even by those of an optimistic turn of mind.

The large takings of Florida oranges by markets in the Southern states in the four weeks immediately preceding the Christmas holidays played a very important part in the successful distribution of these during the first half of our shipping season.

Due to the various complications encountered at the time they were moving in quantity, the distribution of Parson Brown oranges was difficult. In spite of this, prices realized for the growers were generally satisfactory even though not comparing with those of some previous seasons when such complications were lacking. The American Fruit Growers Inc. were able to acquit themselves well on Parson Browns, which is no small tribute to the excellent teamwork given to performing a difficult job by the splendid sales force in the field.

With the cleaning up of California valencias, Florida oranges began to come into their own. This in good part was due to the shortage of navel oranges from the Northern and Central California districts. These crops checked out about twenty per cent short of the earlier estimates.

The movement of these northern navels was just about completed with the first of the year. Navels from the Southern California district then began to move; and will constitute the bulk of Florida's orange competition for the next few months. This also is estimated to be a light crop.

Florida oranges undoubtedly are

Continued on page 2

BLUE GOOSE NEWS

OFFICIAL publication of the American Fruit Growers Inc., Growers Service Department, published the first of each month in the interest of the citrus growers of the state of Florida.

EDITORIAL ROOMS
Sixth Floor, State Bank Bldg.
ORLANDO, FLORIDA



BLUE GOOSE ADVERTISING AGAIN OBTAINS APPROVAL

Continued from page 1
with perishable foodstuffs is so apt to attract attention, and so easily remembered. That in itself is one very excellent reason for the general opinion apparently held by the retail fruit trade, to the effect that "Everybody knows Blue Goose."

A YEAR CLOSES AND

A NEW YEAR OPENS

Continued from page 1
in a good market position; but at the time this is written factors entirely outside the control of Florida shippers or growers combine to create an element of uncertainty. The generally short crops of citrus in all producing areas, the short apple crop, and the short prune crop all should combine to assure a most excellent market for the remainder of our orange crop. However, absence of any assurance of a removal of the processing or sterilizing requirements, and a similar absence of assurance of the extension of shipping privileges beyond the upset dates earlier set for Florida citrus fruits, introduce an element of uncertainty which makes any definite forecasts impossible.

Not only is this so, but the evident unwillingness of those in authority to commit themselves to any decision before the last possible moment is in itself a bar to figuring out crop prospects and tonnage and taking steps in the proper manner for the orderly movement of the bal-

Adv.

ance of the crop to market.

Despite these handicaps there seems justification for an understanding optimism. Just as results for the first half of the shipping season exceeded expectations, it is quite possible that the second half also may run well ahead of what is the best outlook that can now be figured. However, quarantine restrictions and action of the authorities necessarily must be very important to the outcome.

Grapefruit admittedly is in a strong position at this writing, even though Texas is reported as having approximately 2,500 carloads of grapefruit to move to market after the first of the year, and Porto Rico still had worth while shipments to make. It has been noticeable that in many markets Florida grapefruit has obtained the preference, as evidenced by higher prices paid for it than paid for Texas offerings.

To January first Florida had shipped 5,615 carloads of grapefruit as compared with 6,628 carloads to the same time last season; and due to the smaller quantity of grapefruit remaining the matter of shipping restrictions is not so vital to the market outlook for grapefruit as to Florida oranges.

Until late December the inquiry for Florida grapefruit for export was noticeably light, in contrast to last season's experience. This largely was due to the direct shipment of solid cargoes of from sixteen to twenty thousand boxes each of grapefruit from Porto Rico to British ports. Recently, however, export inquiry has begun to manifest itself, apparently indicating the inability of Porto Rico to supply the requirements. A sharp strengthening of export demand for Florida grapefruit should be markedly beneficial; and probably will come before long.

Of all Florida citrus fruits, such tangerines of good quality as remain in the state at the time this appears in print probably will be in exceptionally strong position, if marketed before dryness shows.

However, though both oranges and grapefruit promise quite satisfactory prices to the growers, and continued demand is indicated, the modifying factors in all probability will prevent possibility of extreme high prices such as have been witnessed in some past seasons when relative crop yields were somewhat similar.

ALTURAS GROWERS USE AFG SELLING SERVICE

The newest addition to the operations of the American Fruit Growers Inc. in Florida recently has come about at Alturas in Polk County, through the affiliation of F. H. Bohde and the packing house at that point under the Bohde control.

Even though late in starting, the operation has been developing nicely; and probabilities are now said to be for a larger tonnage to be developed in the vicinity of Alturas than at first was anticipated for the present season.

Fruit under the Blue Goose trademark is being shipped as Majestic brand, while Scout brand distinguishes fruit of next quality. To date returns to the growers are said to be quite satisfactory; and the outlook promises considerable future development.

FREIGHT SCHEDULES ARE SPLENDIDLY MAINTAINED

Last season witnessed a considerable speeding up of fast freight schedules on the trains which handle the fruit and vegetable crops of Florida on their way to the markets. The present season benefits by reason of the same faster time-cards and reduced time in transit scheduled for these valuable Florida crops.

Not only so, but scanning the records of AFG cars in transit in the office of J. R. Crenshaw, traffic manager of the Florida Division, reveals a rather remarkable record of through perishable trains on time throughout their travel from points of origin to final destinations.

As a result Florida perishables are not only making excellently fast time on their way to market, but close adherence to schedules is of considerable aid to the sales department, giving it the ability to closely approximate the whereabouts of a given car at most any time, and allowing an accuracy of distribution otherwise impossible.

In all the country no other selling service affords to growers similarly widespread distribution.

Some current AFG advertisements to consumers



**You could shop...
BLINDFOLDED**
and still get the best fruits and vegetables grown

SHOULD you ever shop—anywhere—
then make it at Blue Goose market of
marketing. Even when you are
blindfolded, you can get the best
of garden, grown, or raised if you will buy
under our name—BLUE GOOSE.
Like the market made up of them,
Blue Goose market on the day of orange
bunches, and on the orange, but
and grapefruit, and on the orange, but
other fruits and vegetables, grown
and garden. The American Fruit
Growth here are the same and
to clearly only the name of one

any—the higher market of quality market.
No more guess in the store and here for
your market money can give you eyes
when you do your marketing.

Try some Blue Goose oranges, grapefruit,
and apples the week. Don't put
and choose. Just say Blue Goose. We'll
sugar you won't ever go back to old
market methods of marketing.



BLUE GOOSE
The highest mark of confidence of the American Fruit Growers



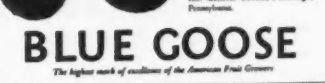
**Market money buys more
...when you shop the Blue Goose way**

IT TAKES FRUIT and vegetable
is always the same in quality,
price tag would be sufficient shopping
guide. But even the old adage, "what
is not paid," must be disregarded by
the woman who wants to make her
marketing money go far. She must
shop with an eye toward to see these
signs that reveal quality, that indicate
the standard of value in serving, that
guarantee goodness.



But this doesn't mean any more that the most is a marketing expert. One of the
has learned the value of the name
Blue Goose.

It is a welcome exception the highest
mark of confidence that the American
Fruit Growers can give to products of
garden, grown, and orchard. It's the one
sign, easy to remember, easy to
use, that will guide you reliably
to the best fruits and vegetables in
the market. American Fruit Growth
Inc., General Office, Pittsburgh, Pa.



BLUE GOOSE
The highest mark of confidence of the American Fruit Growers

Be guided...by Blue Goose
when you shop for fruits and vegetables

BLUE GOOSE on fruit and vegetable is like
the marketing mark on silver. When you see it, it
is without exception that you are buying the cream
the crop.

The higher mark on the American Fruit Growth gives to
products of garden, grown, or orchard. No more way
you are guided in your marketing than by Blue Goose.
The guarantee of goodness, so easy to remember,
to say, will save shopping time, save marketing
trouble, and help you save a better table.

Try not for one week at least for Blue Goose do your
shopping? Check on quality...check on price. Discount
for yourself why so many house-
wives are guided by Blue Goose.
American Fruit Growth Inc.,
General Office, Pittsburgh, Pa.



BLUE GOOSE
The highest mark of confidence of the American Fruit Growers

**You'll serve
a better table
when you shop the Blue Goose way**

YOU buy better, bread, soup by
the table market that stand for ex-
cellent quality. Why not buy your
fruits and vegetables the same way,
certain way?

You can today if you'll but consider
the two quality words—BLUE GOOSE.
This name will guide you to the
best products of America's finest gar-
den, grown, and orchards. Back of
it is the nation-wide organization of
American Fruit Growth whose experts
select the cream of each crop for you.



then stop to your market by the
quickest method known.

The next time you need oranges,
apples, grapefruit—or any other fruits
and vegetables—ask for BLUE
GOOSE. Check on quality, on price.
See if you won't quickly agree with
millions of housewives that BLUE
GOOSE means the best your market
money can buy. American Fruit
Growth Inc., General Office, Pittsburgh, Pa.



BLUE GOOSE
The highest mark of confidence of the American Fruit Growers

**Save time
save money
shop the Blue Goose way**

THIS WEEK in Blue Goose do some of
your marketing. Instead of spending
pennies hours shopping alone, picking and
choosing—just ask for Blue Goose when
you buy oranges, grapefruit, and apples.

This name guarantees goodness. It ex-
presses the highest mark of confidence of the
American Fruit Growth. It tells you that
expert eyes have chosen for you, that expert
hands have picked and shipped the cream
of each crop to your market.

If you want to save shopping time, if you
want each market dollar to buy the most and
the best, let yourself be guided by
Blue Goose. American
Fruit Growth Inc., General Office,
Pittsburgh, Pa.



BLUE GOOSE
The highest mark of confidence of the American Fruit Growers



**BREAKFAST
at the Hotel Roosevelt**

with Blue Goose
Grapefruit



FAST as your house,
your breakfast with the same
grown if you use the
market marketing certi-
ficate looking lunch.

Some that guarantee goodness every week
able to choose the cream of every crop
market of two-ample words—Blue Goose.
on oranges, apples, lemons, or any
shopping time, save your marketing
trouble you save a better table.

CHANGES AND APPLIES, THIS
—if you want the very best, ask
for Blue Goose when you shop



BLUE GOOSE
The highest mark of confidence of the American Fruit Growers

UNIFORMLY



THE BEST

Continuing, steady growth
and expansion affords the
best evidence of success-
ful service to the growers
of Florida.

American Fruit Growers Inc.

Orlando, Florida

DEPENDABLE



QUALITY

The Long, Long Trail Of The Grapefruit

By George T. Tippin, Vero Beach, Florida

My embryo is hidden among the petals of sweetscented blossoms, whose whiteness amidst the green foliage of the trees that bear me creates a beautiful environment. With the sunshine, the rain and the dew, and the succor given to my anchorage by the hand of man, I develop into bright, yellow fruit lovely to behold nested amongst the green leaves of my mother tree.

But I am not permitted to remain in my native habitat. I am clipped from the twigs with shears, carted to the packing house, where my perilous journey really begins.

First, I am dumped from the field box upon a carrier that either immerse me in a vat of water where carriers again pick me up and start me on my long, long trail; or else I am dumped upon a carrier that elevates me on a slight incline passing under sprinkling water. So, I am at first baptised, either by immersion or sprinkling, according to the faith of those who handle me.

From this point, my journey is the same—my destiny is fixed, and I meet the same trials and rebuffs on the way. My first experience after being elevated from the baptismal fount is to be carried under a copious shower bath to be rolled and tumbled along inclined roller brushes that cleanse my skin of all impurities, and am dropped on carrier belts by which I am conveyed through a dark, enclosed compartment to dry me from the terrible wetting I have just passed through. During my passage through this dungeon, I am again elevated to the upper end of another set of long roller brushes, slightly enclosed, along which I have to roll to be paraphrased and polished, then dropped upon long conveying belts again.

As I pass along in front of people who inspect me, my family relations are broken up and I am divided into different tribes, according to my size, shape and appearance, and am carried on sizing belts which drop me in the bins which it has been predestined by man that I should go. Here I am picked up and wrapped and packed into boxes which are conveyed to the nailer on an endless chain conveyance. The lid is clamped down on the box and I am squeezed so tight that I cannot move, nor scarcely breathe.

In some cases, I am then loaded into iced cars direct. In other instances, I am put into a cooling room and chilled until I scarcely have any feeling left in me, before being loaded for my long journey North where I am distributed to be consumed by the millions of people who love my delicious juice. Although they admire my beauty and know something of the tribulations through which I have passed, yet their ravenous appetites for the delightful taste and health-giving qualities of my juices, influences them to sever me in twain and separate the sections of my anatomy with sharp edged instruments for convenience in devouring me.

While I am glad to be regarded as such a great blessing to humanity, sometimes I am persuaded to register a mild protest by squirting some of my nectar into the eyes of those who devour me, as a protest against the treatment I have received in my journey along this long, long trail.

IMPRESSIONS

Continued from page 11

An honest confession gathers no moss. Recently visiting together several at one time or another well

known fair exhibitors got right confidential. Before we got through every one present had confessed to doctoring up grapefruit exhibits, that is, mixing up varieties in such manner as to make the best showing possible. And the expert judges had been fooled, too. It is our impression that no living man can tell Duncan, Walters and Florida Common grapefruit apart after packing. Which rather bears out the contention of some that we have been accustomed in Florida to naming varieties somewhat too freely.

Slight bruises on fruit placed in storage may result in large losses from decay.

It pays to use good seed because it means larger yields of better quality crops.

In writing advertisers please mention The Citrus Industry.

Fruit Treating Process

We own the exclusive rights for the entire United States in the process of treating citrus fruit with a mixture of paraffin and gasoline or similar volatile solvent covered by

McDILL
United States Patent
No. 1,630,129
granted May 24, 1927.

To packers desiring to treat their fruit by this process we are prepared to grant the necessary permission on suitable terms. Applications will be considered in order of receipt.

Address all inquiries to

BROGDEN, RICKETTS & HAWORTH COMPANY

Box No. 338
Winter Haven, Florida

For White Fly and Sooty Mould

Clean your trees of White Fly and Sooty Mould with a thoro application of VOLCK. It will also clean up any scale that may have survived thru the summer. Talk with your nearest dealer.

CALIFORNIA SPRAY CHEMICAL COMPANY
O. R. Blois, District Sales Mgr.
61 W. Jefferson St., Orlando, Fla.

VOLCK

The Scientific Insecticide

"Please Say You Saw It In The Citrus Industry"

Central Florida Exposition

Exhibits by the United States Departments of Agriculture and Commerce and several displays by the State of Florida will be of unusual interest at the coming Central Florida Exposition which will open at Orlando for five days on February 18. Both the national and state governments have always evinced an interest in central Florida's largest fair.

The department of agriculture display will portray modern conditions and life on the American farm, showing the latest mechanical devices that add to the productiveness of the farmer yet reducing the amount of irksome labor required. Scientific farming will be explained through motion pictures and a lay-out of an up-to-date farm. Methods of crop rotation, the raising and feeding of live stock, poultry production and other features will be shown. In addition a model rural home will be exhibited.

Wood utilization in all its phases will be featured in an exhibit to be staged by the National Committee on Wood Utilization of the Department of Commerce. This display points out where wood is wasted and shows how this waste can be eliminated.

One of the most interesting parts of the exhibit is a demonstration showing the various steps involved in the manufacture of rayon silk from wood. Samples of the products of the distillation of southern pines will be of special interest to Floridians. The samples will include charcoal, turpentine, resin, bases for paints, varnishes, insecticides, acetic acid and others.

As an important and interesting supplement to the exhibit a projectoscope is included which shows more than 100 pictures illustrating the various projects of the committee and the work which it is carrying on in industry to further the wiser and more efficient utilization of wood.

The State of Florida displays are those of the Department of Game and Fresh Water Fish and a joint exhibit by the Florida Forest Service and American Forestry Association.

The former, which will be shown in the pine log cabin structure opposite the municipal auditorium, will tell a complete story of Florida wild life with many varieties of fresh water fish shown in large glass tanks. At the rear of the building a typical hunter's cabin is displayed, showing trophies of the hunt, pelts of ani-

mals and a collection of equipment used in hunting.

Motion pictures revealing in an interesting fashion the activities of wild life form a part of this novel display, which will be under the supervision of Miss Sarah Partridge.

The Forest Service and The Forestry Association exhibit will be assembled on a truck especially prepared for exhibit work. The sides of the truck will be raised disclosing moving electrical exhibits of all sorts and in addition there will be displays on forest protection and reforestation. Motion pictures of forests will

be shown accompanied by music and talks through dynamic speakers built into the truck.

Harry Lee Baker, state forester, will be in charge of this exhibit which will adjoin the log cabin housing the game and fresh water fish displays.

Too ripe fruit is the cause of many jelly failures.

Lights on stairs should be so placed as to avoid shadows.

No useless animal should be kept through the winter.

In writing advertisers please mention The Citrus Industry.



Citrus Fertilizers

ALL signs point to an excellent bloom, but only well nourished trees can reap full advantage of a heavy bloom by having it stick and maturing a good crop of fruit.

Cooperation within the Citrus Industry promises that next year's fruit will be marketed in an orderly manner and a big crop will not work to the disadvantage of the Citrus Grower.

Make sure of increased yield and improved quality by proper feedings of NACO Citrus Fertilizers for the early Spring Application.

NITRATE AGENCIES

 1401-1405 LYNCH BUILDING JACKSONVILLE FLORIDA

Nitrate Agencies Co., Box 1114 Jacksonville, Fla.

Please send by return mail the Booklets checked below

() The NACO PLAN () NITRAPO Booklet
 () PERUVIANITE

Name _____

Address _____

Wilson Issues Tariff Statement

In a statement issued to the growers of Florida by Mr. Lorenzo A. Wilson, Chairman of the Florida Division of the Southern Tariff Association, the producers of the state are congratulated upon the effect of the tariff bill now pending before Congress upon the market price of Florida vegetables and fruits, and he gives out an estimate that it had added more than ten million dollars of value to the crop of the state as a whole and would add permanent land values of fifty million dollars.

The full text of the statement follows:

"As a Christmas gift to the farmers of Florida and a New Year Greeting to all citizens of the state, we call attention to the value of the tariff bill now pending, both to the price of farm products and to the value of farm land. While no accurate figures are available, it is safe to estimate that in the aggregate there has been added ten million dollars to the market price of vegetables and fruits and at least fifty million dollars to the land values of the state. The tariff duties will in the main add their full weight to the value of the products of the state and each farmer can figure out for himself what it means to him personally; the duty on tomatoes is three cents per pound; peppers three cents, cucumbers three cents, etc. These rates give us the home market and protect us against Cuban and Mexican imports.

"The House rate of 2:40 against Cuba on sugar should be accepted by the Senate if we are to build up a strong sugar industry in Florida and the South, and make it a potential factor in southern agriculture. We have faith in our Florida Senators exerting their full influence and we indulge the hope that Southern Senators will aid the southern farmers in the sugar rates. It will result in opening up many thousand acres of Florida land now idle to high productivity. Too much credit cannot be given our Representatives in the House for their influence and effort on behalf of the Florida growers and they deserve the gratitude and support of the citizens of this state, and the same applies to our Senators.

"The address of Mr. John H. Kirby at the New Orleans conference of officials of the Southern Tariff Association meets with my approval and I am sure I speak the sentiment of growers of the state.

"Protection is essential to the prosperity of Florida and to make permanent a protective policy requires permanent organized activities not only in Florida, but in the South and in the nation as a whole.

"We emphatically re-affirm the right of petition; the right of citizens to organize for the promotion of the public welfare without interference or question by governmental agencies, and we approve maintaining an agency in Washington to look after legislative matters. The annual budget adopted at the New Orleans conference of \$200,000 is a reasonable one and Florida should accept responsibility for raising \$20,000 toward this expense the same as last year. We call upon all contributors toward this work to renew their subscriptions and invite all citizens to join in the work."

In writing advertisers please mention The Citrus Industry.

Oil is cheaper than bearings and other farm implement parts.


Miss Browne—"I frankly admit I am looking for a husband."

Mrs. Greene—"So am I."

Miss Browne—"But you have one."

Mrs. Greene—"I have, and I spend most of my time looking for him."

ORANGE COUNTY, Florida



--for Better Living

IN beautiful Orange County people get more out of life both in financial rewards and in the joy of living. A wonderful land of orange groves and gardens, hills and lakes, splendid roads, charming towns and cities, the best of schools, churches and every cultural advantage. Delightful year-round climate. Real profit opportunities for ambitious farmers in poultry, oranges, grapefruit, winter vegetables, ferns, bulbs, etc. You can grow three or four crops a year. Plenty of land available at reasonable prices. For booklet address: Orange County Chamber of Commerce, 617 State Bank Building, Orlando, Florida.



19th ANNUAL EXPOSITION

CENTRAL FLORIDA EXPOSITION

ORLANDO FEB. 18-22

5 DAYS & NIGHTS

The DUTTON CIRCUS

Beautiful horses, skillful riders, clowns, elephant, dogs, mule, acrobats, tight wire walkers

Twice daily before the grand stand

Daring Automobile Races Two Days

Pageant... "A Night in Old Japan"

Johnny J. Jones Shows on the Midway

Spectacular Fire Works Nightly

Elaborate Community, County, State and National Exhibits

Write for Free Premium Catalogue

Central Florida Exposition

ORLANDO, FLORIDA

EFFECT OF WORLD'S CITRUS PRODUCTION ON THAT INDUSTRY IN SOUTH AFRICA

Continued from page 9

the obvious remedy when such trees are found.

Any country possessing an efficient marketing system for a given product can obviously meet competition more successfully than would be the case if the marketing system were inefficient. The California Fruit Growers Exchange possesses an extremely efficient system of distribution covering the United Kingdom and the Continent. The system is more efficient than that through which South African oranges are marketed but no reason exists why South Africa and California should not meet, in this respect, on an equal basis.

Brazilian fruit is not marketed through any unified channel but each shipment is handled by various brokers. There is no centralized system of control of distribution and it is on this point that I would like to lay considerable emphasis. As it is certain that increasingly large quantities of fruit will be offering from Brazil, every effort should be made to secure as much control of the market as possible. The essential point in such control is, of course, distributive power confined as far as possible to a single source.

One organization or one individual should be given as much fruit as possible, preferably 80 to 85 per cent, in order that the fruit can be distributed and sold in the best possible manner. Satisfactory distribution with regard to supply and demand can never be secured when distribution is in several hands, as at present.

Many statements have been made with regard to the necessity for advertising South African oranges. It is necessary but at the present time would seem inadvisable because of the fact that we literally have nothing definite to advertise. Approximately 800 brands of fruit are being exported at present, some of which are good and some of which are extremely poor. If an advertising campaign of "Eat South African Oranges" were started, the advertising would apply both to the good and bad fruit. The disadvantage of this can readily be seen. The consumer, reacting to the advertisements, buys a dozen oranges and finds them full of seeds, rough skinned, blemished and particularly sour. The particular shipper is not blamed—the onus falls on the entire South African industry.

THE CITRUS INDUSTRY

One of the essentials of efficient advertising is to have a good and uniform product which can be identified to the consumer. The creation of a national brand is essential. The grouping under a single brand of the fruit of several cooperative companies is a start in the right direction but in the future should not be allowed to prejudice the establishment of a larger brand.

The establishment of a national brand for high quality fruit presupposes the ability of the organizing body to maintain this brand and to guarantee to the public that no fruit is sold under this brand that is not up to the necessary requirements of

quality and appearance.

Numerous other points could be dealt with but lack of space precludes any further remarks. There is no reason for alarm because of increasing competition provided that our average quality of the fruit is improved, an increasing proportion of the total shipments are distributed through unified control, and that a national brand of high standard is created, maintained and advertised.

Listening at a farm radio program is a fine way for a farmer to spend his noon rest period.

Florida Orange Festival

JANUARY 21, 22, 23, 24, 25

WINTER HAVEN, FLORIDA

Presents a citrus exhibition unrivalled in America—
Five big days of citrus, entertainment, federal and state exhibits, in the heart of the citrus belt.

Governor Carlton and state aeronautical tours of 50 planes on opening day.

Tourists day, Thursday 23, sponsored by Winter Haven Tourist club.

Citrus growers day, Friday 24, with state and national speakers.

Free acts—Johnny J. Jones Exposition—water rodeo—coronation of citrus queen—float parade—\$2000 in prizes.

"Be among the crowds at the Florida Orange Festival"

HOTEL HILLSBORO

Tampa, Fla.

TOP O' THE TOWN

European Plan, Fireproof 300 Rooms With Baths

THE CENTER OF TAMPA

"Please Say You Saw It In The Citrus Industry"

IMPORTANT WORK OF GROWERS AND SHIPPERS LEAGUE

Continued from page 5

shippers for the movement of our Florida perishables under quarantine regulations. High officials of the carriers have spent much of their time and thought in conferences in Florida and elsewhere in making it possible to ship under present conditions with the least possible impediment. For this we owe them our thanks. To the northern carriers who responded to our secretary's appeal for what seemed then to be an immediate necessity,—the storage in transit privilege to enable processing by cold,—we are equally indebted.

There are several cases now pending before the Interstate Commerce Commission which are incomplete and need prosecution to a conclusion. From time to time attempts are made to impose penalties on our perishable industries or restrictions in service. From time to time other large traffic problems affecting transportation of our perishable products confront our growers and shippers. These can be handled most efficiently through one central traffic organization rather than by each individual shipper or association undertaking only to represent their special interests. The League represents interests of the State as a whole. In my judgment it is imperative that this organization be strengthened and given the loyal support of each and every grower and shipper of the State.

\$12,000 ADDITION MADE TO ELFERS PACKING HOUSE

With a large increase of business over former seasons and with the expectancy of further increases, the directors of the Elfers Citrus Growers association are making improvements to their plant totalling about \$12,000. This includes the installation of new machinery, the addition of five coloring rooms and new equipment for the processing of fruit. The new equipment will give more uniform coloring in less time than is now required. New washing and polishing machines are being added to the plant. The space now used for office purposes has been turned over for factory use and the office will be housed in a separate building.

A larger storage space is being added, which will increase the efficiency and output of the plant, and insure a more economical handling of the fruit. W. H. Smith, manager of the plant, stated.

THE CITRUS INDUSTRY 1929 WAS BUSY YEAR WITH COUNTY AGENTS

During 1929 the county and home demonstration agents of Florida made 34,400 visits to farmers on 13,500 farms. They had 62,000 calls made at their offices, and answered 29,000 telephone calls. They prepared 2,500 newspaper articles, wrote 53,000 letters, and distributed 35,000 bulletins. They carried out 4,400 farm demonstrations on 14 distinct and different projects. It was estimated that after expenses these demonstrations gave a profit of \$175,000. These data were taken from annual reports sent to A. P. Spencer, vice-

director of the Florida Agricultural Extension Division.

This work was done in spite of the fact that the fruit fly broke into the work of the agents during the year.

A good new year's resolution: cooperate with the neighbors more for social, recreational, and educational improvement.

At the beginning of the year farmers should determine where losses and mistakes occurred last year.

Broody hens should be confined in cool, airy coops and feed a good supply of water and dry mash.

● RIPEN ● COLOR ● BLANCH WITH ETHYLENE



Increases profits

Reduces losses

Saves time

INEXPENSIVE—EASY TO USE

All these advantages

1. Greatly reduces time required for ripening.
2. Prevents waste from rots and fungous growths.
3. Improves flavor.
4. Produces better color by more complete action on the green pigments.
5. Ripening and coloring go on simultaneously.
6. Makes possible the marketing of heretofore unknown tropical fruits.
7. Ripens and colors fruits and vegetables that mature late in the season.
8. Is inexpensive and easily used. Simple apparatus and little experience required.
9. Can be applied equally well to a few crates or a whole carload of fruit or vegetables.
10. Is neither injurious nor dangerous. Widely used. A proved success.

For information write to

CARBIDE AND CARBON CHEMICALS CORPORATION
30 East 42nd St., New York City

P. O. Box 596, Los Angeles, Calif.

114 Sansome Street, San Francisco, Calif.

Warehouses in Los Angeles, Tampa, Jacksonville, and other principal cities

Units of Union Carbide **UCC** and Carbon Corporation

GROWERS AND SHIPPERS**LEAGUE OF FLORIDA**

Continued from page 7

were contained in the longer distance, which is known as 4th Section Relief. This was done because if carriers did not have this permission it would force them to restrict our routings to a few specific routes and would very seriously curtail what distribution privileges we now enjoy.

Reduced Schedule to Eastern Markets for Citrus Fruits and Vegetables

The League arranged a conference which was held at Jacksonville October 31st with transportation officials of the Seaboard Air Line, Atlantic Coast Line and Florida East Coast to consider reducing the present schedule for citrus fruit and vegetables from Florida to Eastern destinations. No definite assurance could, at that time, be given by the railroads as to shorter schedules, but they expressed the opinion that they would be unable to reduce the schedule sufficient to make delivery in the northern markets 24 hours earlier than at present. A further conference with these officials has been requested and is expected to be held in the very near future.

Southeast Shippers Advisory Board

As chairman of the citrus committee of the Southeast Shippers Advisory Board, your secretary has furnished this board throughout the year with estimates of the number of cars to be shipped three months in advance in order that arrangements may be made in advance for an adequate car supply.

We are indebted to the State Railroad Commission for their assistance in the re-hearing in the Line Haul case at Minneapolis, the test weights on vegetables and the continued hearings in the Refrigeration Investigation as well as their ready willingness to join the League in matters affecting the welfare of the growers and shippers of the state as a whole.

We are indebted to Mr. E. S. Briggs, Manager-Secretary American Fruit and Vegetable Shippers Association, for his assistance to the League on various occasions throughout the year. We also received assistance from Mr. R. G. Phillips, Secretary of the International Apple Shippers Association which is gratefully acknowledged.

The Traffic Committee of the League, composed of Traffic Managers of leading shippers, and its chairman, E. D. Dow, Traffic Manager for the Florida Citrus Exchange, are entitled to the thanks of the perishables industries of Florida, for their counsel and service in an advisory capacity

THE CITRUS INDUSTRY

to the League's officers.

It has been my pleasure to serve the League since its organization. I have reason to be proud of our record of accomplishment and of the loyalty and support given our work by the growers and allied industries of the state.

J. Curtis Robinson,
Executive Vice President-Secretary

CONTROLLING THE FRUITING TENDENCY OF CITRUS

Continued from page 10

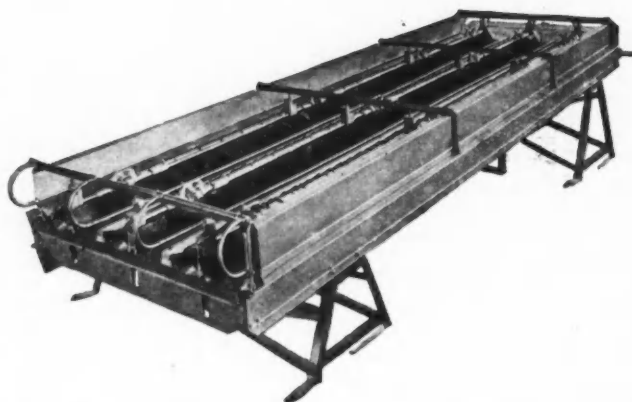
agement program may be so adjusted as to provide the conditions neces-

sary to induce fruitfulness. Cultural practices should be designed to promote carbohydrate manufacture to the greatest extent possible. The adjustment of the available nitrogen supply through the soil management program will determine whether the carbohydrates are utilized for vegetative growth or for fruit production. In the spring and early summer there should be an abundance of new growth to insure a maximum leaf area for carbohydrate manufacture.

In writing advertisers please mention The Citrus Industry.

Plan now for next season

A discount allowed for early orders



To make it worth your while to plan now for your next season's equipment we are offering a discount for early orders. This discount applies to complete outfits and to unit installations of washer, dryer, polisher and sizer. It does not apply to individual machines and repairs.

The advantage to us of the early order is to enable our plant to get going on next season's equipment which will spread our season's business over a longer period rather than for the few months interval between seasons.

Your equipment will be better planned because we will have time to study your needs and it will cost you less because you anticipate your wants. It works both ways to your advantage.

One of our representatives will be glad to discuss details with you.

Florida Citrus Machinery Company

Division Food Machinery Corporation**B. C. Skinner, Pres.****Dunedin, Florida**

"Please Say You Saw It In The Citrus Industry"

NEW PACKING PLANT

AT HOWEY

A modernly equipped fruit-packing, sterilizing and pre-cooling plant has been completed at Howey-in-the-Hills at a cost of approximately \$75,000.

The plant, now in full operation handling Howey-in-the-Hills grapefruit and oranges, has a capacity up to nine cars a day, with an average output of five cars.

The building, of frame and corrugated iron construction, is 110 by 130 feet and is located along the Atlantic Coast Line tracks, across the street from the Howey-in-the-Hills Juice plant. The structure was put up by C. Z. Osborne, Inc., Umatilla, Fla., for Vaughn & Griffin, who own a chain of packing plants.

The Vaughn-Griffin Packing Co. operate the plant. C. A. Vaughn of Umatilla is president of the company; H. P. Duncan, Tavares, vice-president; C. V. Griffin, Eustis, secretary and treasurer.

The plant will be managed by Mr. Griffin and H. H. Mulholland.

W. P. Pass of Leesburg, has been appointed foreman of the Howey plant. Under him during capacity periods are employed about 85 persons.

The sterilization department uses the Hale system, a saturating steam process recommended by the United States department of agriculture. Five rooms are used in this process. The fruit is placed in the steam room where a temperature of 110 degrees is maintained for eight hours. This equipment was installed by Thomas Beard, a Vaughn & Griffin engineer.

The pre-cooling plant is made modern in every respect. All fruit is pre-cooled before leaving the Howey plant, thus assuring natural and lasting flavor of the fruit.

The grading, washing and polishing equipment is complete. A perfected system of polishing brushes is used.

"Let it be the high privilege of this great and free people to establish a republic where rural pride is equal to civic pride, where men of the most refined culture and taste select the rural villa, and where the wealth that comes from the soil finds its greatest returns in developing and perfecting that great domain of nature which God has given to us as an everlasting estate."—Dr. Seaman A. Knapp.

In writing advertisers please mention The Citrus Industry.

CITRUS TREES

and Bank Books

YOUR groves and your bank deposits will be healthier when you use Chilean Nitrate of Soda.

This natural nitrate fertilizer—the only *natural* nitrate in the world—is of great value in fertilizing citrus fruits. First—it gives trees a fine early start—makes sure of setting a good crop—tides trees over critical setting period.

Then, as the crop advances, Chilean Nitrate supplies the necessary nitrogen to mature your fruit early. Adds to the sugar content. Makes juicier fruit—the kind that grades higher, ships better and brings top prices.

Chilean Nitrate is not synthetic. It is the fertilizer that more than 800,000 American farmers used last year to make better crops. It pays a fine profit on citrus and other fruit trees, on truck, corn, cotton and grain. Try it this year. Now is the best time to buy it.

FREE Book for You

Our new book, "How to Fertilize Citrus in Florida," is filled with valuable crop facts. It is free. Ask for Book No. 7, or tear out this ad and mail it with your name and address written on the margin.

1830-1930—This year marks the 100th anniversary of the first cargo of Chilean Nitrate brought to the United States.

Chilean Nitrate of Soda

EDUCATIONAL BUREAU



Orlando Bank & Trust Bldg.
Orlando, Florida

In writing please refer to Ad No. 49-B

Florida Orange Festival

Plans for the citrus prize awards at the Florida Orange Festival, to be held in Winter Haven January 21 to 25, inclusive, were given definite form with the announcement by Manager J. B. Guthrie that Dr. H. Harold Hume, noted citrus authority of Jacksonville, had been appointed chief judge of the citrus exhibits at the festival. Dr. Hume's acceptance was followed by that of Dr. A. F. Camp and Prof. E. F. DeBusk, of the state university agricultural school at Gainesville, as assistant judges.

The selection of Dr. Hume has been hailed with keen satisfaction both by festival authorities and citrus growers and shippers, who recognize in him one of the outstanding citrus experts in the country and one who has been connected with the industry and its ally the nursery industry, for many years. Dr. Hume will apply to his responsible task of judging the citrus exhibits a wealth of experience that insures the various exhibitors of just decisions. In this he will be ably seconded by Dr. Camp and Prof. DeBusk, who also have enviable reputations as authorities on everything pertaining to citrus culture.

At present the three judges are working under the supervision of the federal agricultural department in the work of eradicating the Mediterranean fruit fly, and are being released from their duties with that department to come to Winter Haven and render this service to the festival.

This will be the first time Dr. Hume has acted as a judge at the Orange Festival, but the second year for Dr. Camp and Prof. DeBusk who served last year on the committee headed by Dr. Robert Hodgson, the eminent citrus authority of California.

The fourth and last exhibition hall for the Florida Orange Festival is being erected on north Third Street and within a short time the big structures will be completed and ready for the placing of the exhibits which will be the outstanding feature of the festival. The exhibition halls, erected on North Third Street, are each 250 feet in length and house an average of 50 booths, giving 200 spaces in which citrus, commercial and decorative exhibits will be placed for the festival. The buildings are being erected by the Home Builders Supply Company of this city, and the contract calls for their completion by January 14, although there is assurance now that they will be in readiness long before that date.

The sale of booths has kept pace with the construction of the halls, the number already sold being far in excess of the number placed at this time last year. The Florida Citrus Exchange has, in accordance with their action of last year, again purchased the entire booth space in Exhibition Hall No. 1 and other large citrus shipping organizations will be

represented in another hall. One hall is reserved for airplane and automobile exhibits and the fourth for general commercial and decorative booths.

The festival association is completing arrangements for the various amusement and entertainment features and all the committee report progress in the general lineup for the promotion of the festival. Interest shown throughout the State, particularly in the opening day with

A High Pack

Is the first thing a buyer looks for

A low pack suggests decay

Shrinkage in our fruit is greater than it is in fruit from many other sections. This is due to the thin skins and extra juiciness of Florida fruit.

The Florida high pack is intended to allow for this extra shrinkage and still deliver to the market a reasonably full box. The first thing a buyer looks for is a high pack. If the pack is low he is at once suspicious of decay.

The wax applied to the fruit in the Brogdex treatment controls shrinkage. It seals the pores of the skin and evaporation is held in check. Reports show that Brogdex fruit is arriving at terminal markets everywhere in splendid condition with a tight, high pack. And most of it is being shipped under standard ventilation.

One shipper sent ten cars of grapefruit to Boston, Toronto and Montreal. No ice was used. He wrote us that "the fruit arrived in perfect condition and topped the market in all three places by as much as a dollar a box."

Unfortunately a lot of fruit shipped without the protective control of Brogdex is not arriving in "perfect condition"—there is much decay and rot. Our annual loss from this source of \$3,000,000.00 is taking its daily toll. How completely Brogdex shippers have gotten from under these unnecessary losses is well shown by the experience of Milne-O'Berry Packing Co., St. Petersburg. This packer has used the Brogdex System four years, has iced only four cars and has never lost a dollar from decay and rot during the entire period.

Check the auction sheets any day Brogdex fruit is on sale and you will find that buyers are paying a premium for this better fruit.

If you have not seen a copy of "The Story of two Grapefruit" write for it—it shows comparative price charts, market letters, and other interesting information about Brogdex—a story largely told in pictures.

Florida Brogdex Distributors, Inc.

B. C. Skinner, Pres.

Dunedin, Florida

Governor Carlton as guest and the statewide air tours of 50 planes in attendance, in Growers Day on Thursday and Tourist Day on Friday, is most commendable and forecasts record attendance on all the days.

FOREIGN NEWS ON CITRUS FRUITS

California oranges are popular with the Dutch trade, according to a report received in the Foreign Service of the Bureau of Agricultural Economics from Mr. F. A. Motz, the Department of Agriculture's fruit specialist in Europe. The grading and packing of the American fruit is said to be largely responsible. Spanish oranges are preferred from the standpoint of flavor as they are very sweet and considered to be the best oranges arriving in the Netherlands. The Spanish crop comes on the market during the winter months.

The demand for grapefruit in the Netherlands is small but increasing steadily. As in other Continental European countries, it is largely a question of propaganda and education. As little advertising is done in the Netherlands, people generally are not acquainted with this fruit, nor the method of its preparation.

Oranges are imported into Norway largely from Spain or are shipped from other European markets. Direct shipments from New York, when shipped under refrigeration, cost approximately \$1.50 a box. This cost is too high to compete strongly with the Spanish fruit. When shipments are made in ordinary stowage, the fruit arrives in poor condition and the percentage of waste runs high. Brokers can secure direct shipments from California via the Panama Canal in carlots at a rate of \$1.05 per box (refrigerated), but the market cannot often take such large quantities and would prefer to buy through New York brokers because of their ability to secure broken lots.

The duty on oranges is only 2 cre per kilo (about ½ cent for 2.2 pounds) while the duty on apples from August to February is about 8 cents per pound, after February 1st it decreases to 4 cents per pound.

LARGE HAY CROP HARVESTED

Jasper, Fla.—Farmers in Hamilton County have just finished harvesting an extra large hay crop, J. J. Sechrest, county agent, announced.

The farmer with livestock is a manufacturer, as well as a producer of raw materials.

YOU Too

Citrus industry & trade

Can Grow Prize Fruit

The grower who raises prize fruit has the satisfaction of a job well done—but the real reward is in increased returns when his crop is marketed.

You too can grow quality fruit. An intelligent system of cultivation and spraying, coupled with the use of the proper kind and amount of fertilizer, will assist you to this end.

"ORANGE BELT BRANDS" together with a force of trained field men are at your service. Consult us before your next application.

There IS A Difference
In Fertilizer

LYONS FERTILIZER CO.

Tampa

Florida



OFFICE

805 Citrus Exch. Bldg.

PLANT

35th St. and 4th Ave.

"QUALITY FERTILIZER FOR QUALITY FRUIT"

South Florida Fair

As the date for the opening of the annual meeting of the South Florida Fair approaches, that veteran director P. T. Strieder is again to the fore with the declaration that the 1930 fair will be bigger and better than any which have gone before. Mr. Strieder has been making that same announcement for so many years that he has now forgotten just when he began—and each year he has seen his prediction come true, not only as regards the extent and quality of the exhibits, but also in the record of attendance. In his Fair predictions, P. T. has never yet gone wrong, and we are banking on his ability to make good this year—though with a half million attendance record to shoot at he has something to do.

The fair as usual will be a complete exposition of the horticultural, agricultural, industrial and commercial resources of Florida, but, again

as usual, all these exhibits will center around citrus, the leading and most important of all Florida industries. Practically every citrus producing county in the state will be represented in the citrus booths at the fair and vying with each other for the honor of first place in the awards.

Mr. Strieder, who has been scouting the state and the nation for exhibits, states that he finds an unusual spirit of co-operation and a determination on the part of all exhibitors to outdo themselves in their efforts this year.

The railroads of the South are co-operating by giving reduced rates for the fair and are advertising the exposition extensively in the territory served by their lines.

President Brien and other officials of the Association are backing Manager Strieder in his efforts to establish a new record for the fair and they also join him in his optimistic outlook.

KAFIR ORANGE PLACED ON EXHIBITION IN THE COCOA TRIBUNE OFFICE

A rare sight to Floridians, particularly to those in this section, is that of a Kafir orange, one of which was brought to this office by O. L. Bossom, connected with the State Plant Board in this city, says the Cocoa Tribune. Mr. Bossom got the Kafir orange in Melbourne from the yard of Al. VorKeller. He states that so far as he knows there are only two trees in Brevard county, the other of which belongs to Miss Helen Warner at Merritt.

The Kafir orange resembles a grapefruit in appearance but has a rind similar to a gourd, and is very much harder in substance. An axe or hatchet is used to get into this peculiar orange, which is said to be a native of Africa.

The Kafir is proving a peculiar attraction and many have viewed it since it has been on exhibition at The Tribune.

A man who does not read and observe has only his own experience to guide him, one who reads and observes what others are doing has the whole world as a guidpost.

Spuds Johnson says, "Don't try to fool anybody, you can't fool a wise man, and by fooling the other kind doesn't get you anywhere."

A good job of pruning makes spraying more effective and cheaper. It helps to grow healthier trees and better quality fruits.

Too much or too little fertilization of vegetables may increase their susceptibility to disease.

CLASSIFIED

Advertisements

The rate for advertisements of this nature is only five cents per word for each insertion. You may count the number of words you have, multiply it by five, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

REAL ESTATE

FOR SALE—By owner, eighty acres, two-year-old best looking grove at reasonable price. Hovey-in-the-Hills. For further information write "A. Z." P. O. Box 1261, Orlando, Florida.

FOR SALE—Pineapple land in winterless Florida. \$15 an acre Almont Ake Venus Fla.

WANT TO SELL HALF INTEREST IN FIFTEEN ACRE SATSUMA BEARING GROVE ON HIGHWAY NEAR PANAMA

"Please Say You Saw It In The Citrus Industry"

CITY. ROBT. LAMBERT, OWNER
FOUNTAIN, FLA.

SATSUMA BUDWOOD from Bearing Trees.
Hills Fruit Farm, Panama City, Fla.

WANT TO hear from owner having farm for sale; give particulars and lowest price. John J. Black, Box 93, Chippewa Falls Wisconsin.

MISCELLANEOUS

FOR SALE: Splendid bearing citrus grove in Lee County, far removed from Fruit Fly infestation. Will produce 20,000 boxes coming season. If you want this grove address P. O. Box 295, Fort Myers, Fla.

HIGH BLOOD PRESSURE easily, inexpensively overcome, without drugs. Send address. Dr. J. B. Stokes, Mowhawk, Fla.

PUREBRED PULLETS FOR SALE—White Leghorns and Anconas ready to ship. Barred Rocks and R. I. Reds shortly. Several hundred yearling White Leghorn hens now laying 70%. Write or wire for prices. C. A. Norman, Dr. 1440, Knoxville, Tenn.

LAREDO SOY BEANS, considered free from nematode, excellent for hay and soil improvement. Write the Baldwin County Seed Growers Association, Loxley, Alabama, for prices.

AVOCADOS - SEED — Grafted. Reliable bearers only. John B. Beach, West Palm Beach, Florida.

WANTED—To hear from owner of land for sale. O. Hawley Baldwin Wis

C. D. Kime

Consulting
Horticulturist

Grove Advisory Service,
Soil Investigations,
Research.

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Phone 3489
ORLANDO

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60 pages
Send for FREE

POLK'S REFERENCE BOOK and Mailing List Catalog

Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book you will find the number of your prospective customers listed. Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.

Write for Your FREE Copy
R. L. POLK & CO., Detroit, Mich.
Largest City Directory Publishers in the World
Mailing List Compilers—Business Statistics
Producers of Direct Mail Advertising

TEXIDE

A petroleum base insecticide designed especially to meet the needs of the citrus grower.

ONLY A TRIAL
WILL SHOW YOU
TEXIDE VALUE



Correspondence is invited.

THE TEXAS COMPANY

Texaco Petroleum Products

District Office, Atlanta, Georgia

Texaco Agents located in citrus centers:

Orlando
Haines City
Lake Wales
Avon Park
Fort Myers

Clearwater
Dade City
Eustis
Clermont
Lakeland

Arcadia
Ocala
Tampa
Ft. Pierce
Plant City

Leesburg
Palatka
Tarpon Springs
Titusville
DeLand

Bartow
Homestead
Bradenton
Vero Beach
Miami

"Please Say You Saw It In The Citrus Industry"